

**Bell & Howell**  
**AUTOLOAD<sup>®</sup>**  
**CARTRIDGE MOVIE CAMERA**







*FEAST YOUR EYES  
ON A GREAT NEW PERFORMER*

**Bell & Howell**

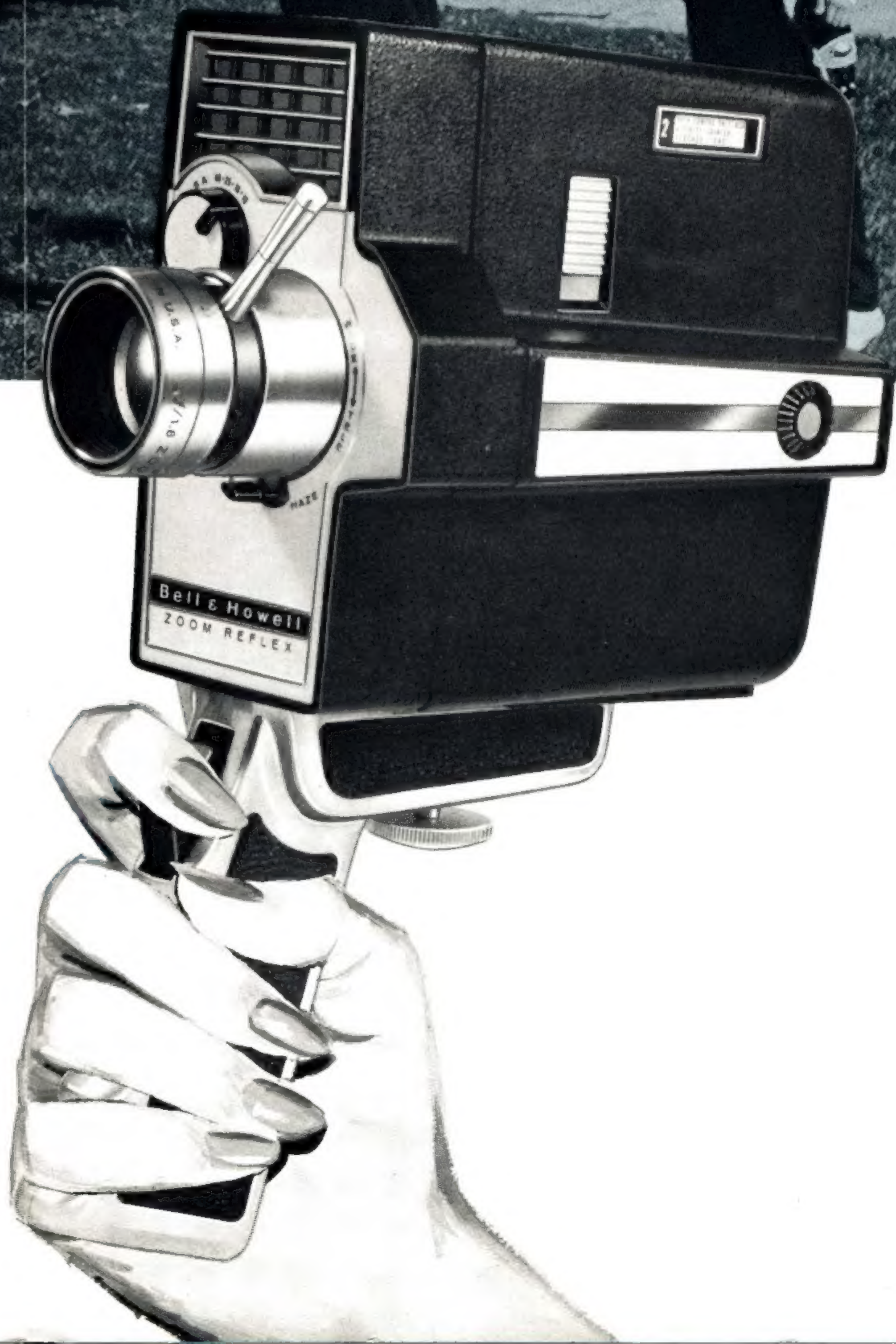
**AUTOLOAD® CARTRIDGE**

**8mm MOVIE CAMERA**

Fun and adventure spring to life when you capture childhood action with color movies—crisp, sharp, color movies like the ones you'll take with the new Bell & Howell AUTOLOAD. First you load—camera door open—pop in a cartridge of film—camera door closed—that's all there is to it!

Fast, convenient crank wind gives long film run. Full-time Electric Eye sets the lens automatically. Fast Reflex Viewing, lets you see all the action right as you're shooting. Full range zoom lens adds interest and variety to every scene you take.

For the finest performance, finest results, choose the AUTOLOAD (model 315) you'll be glad you did!







## FAST REFLEX VIEWING

*f*ollow your family and friends in movie action, as you view directly through the lens of the new Bell & Howell AUTOLOAD Cartridge camera. From the first time you raise it to your eye and shoot away, you'll record every exciting movie event, just the way you see it, just the way it happens! Fast Reflex Viewing with the AUTOLOAD is bright, sharp, crystal clear—what you see you get, everytime!

## FULL-TIME ELECTRIC EYE

*f*orget about complicated exposure settings, with the AUTOLOAD, there are none. From sun-up till sundown you'll shoot perfectly exposed full color movies with your first easy-to-load cartridge of film. Full-time Electric Eye sets the lens automatically—even signals when light is too dim for perfect movies. Fragile—not by a long shot—you could even pound nails with this rugged cartridge camera . . . if you wanted to.

## FOOLPROOF LOADING

*f*ind out today how easy it is to load the new AUTOLOAD Cartridge camera. For the first time it's possible to load in mere seconds, and anyone can do it. Flip the cartridge over after you shoot 25 feet and you're ready to go again! Film savings are big because you use regular 8mm roll film. For new fool-proof loading convenience it's hard to top the new Bell & Howell AUTOLOAD Cartridge camera.

## FULL RANGE ZOOM

*f*un-filled dramatic zoom effects are yours for the taking with the new AUTOLOAD Cartridge camera. Fast f/1.8, 9 to 29 mm 7 element zoom lens lets you zoom in to catch a happy facial expression—zoom out to include an entire panoramic view. Focusing zoom lens adjusts from 3 ft. to infinity for needle-sharp movies—includes built-in type A and haze filters, plus film speeds ASA 10 to 40.

*You're set to shoot in seconds* with the NEW 8mm **Bell & Howell AUTOLOAD CARTRIDGE CAMERA**





## *fun-filled* RESULTS

Faster than you can lift it to your eye, the AUTOLOAD is ready to capture every picture taking adventure, easier than ever before. Film those once-in-a-lifetime scenes with new operating convenience—all controls are right at the tips of your fingers.



## *fresh, handsome* APPEARANCE

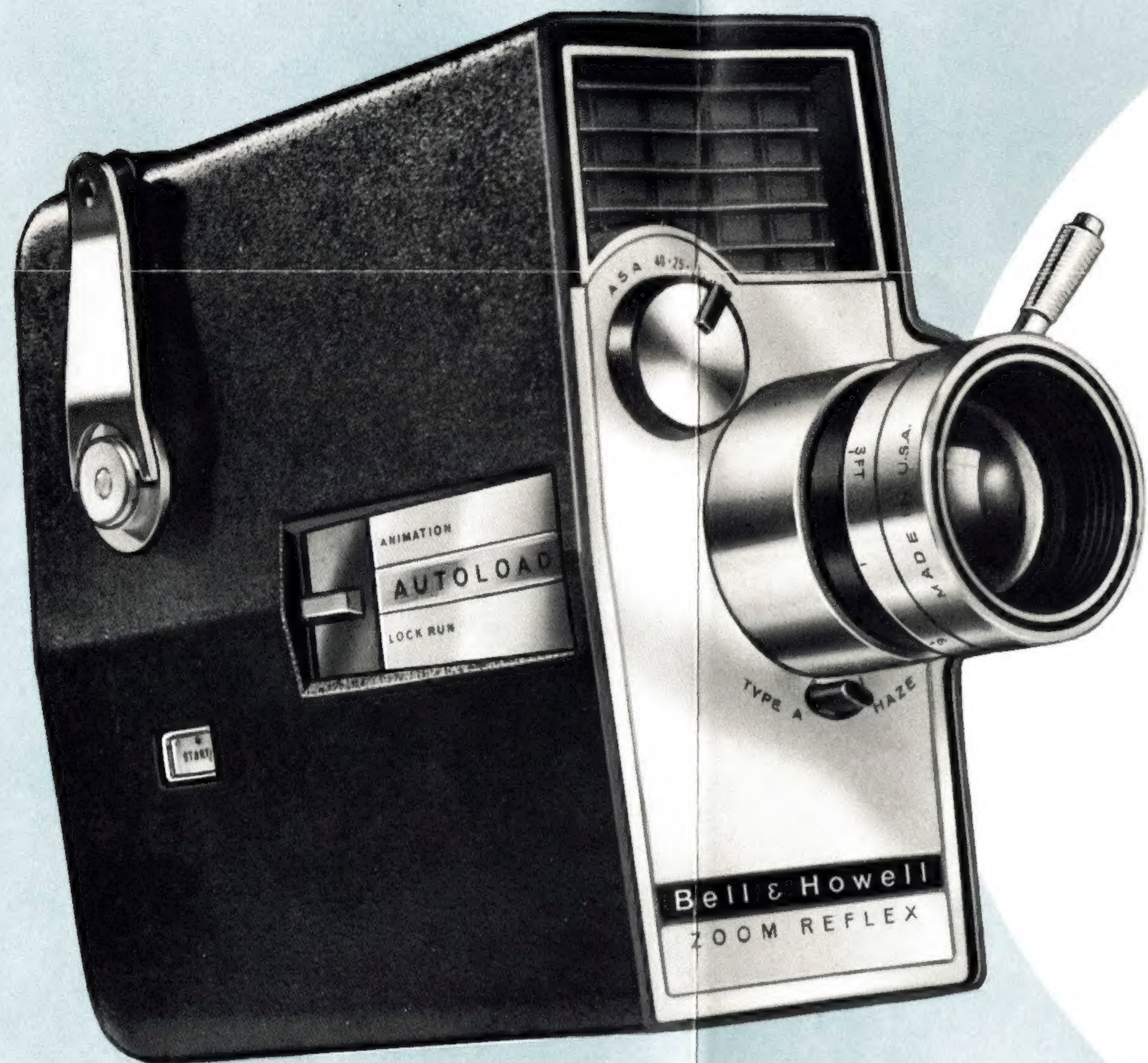
Fine touches of chrome highlight the expensive black finish that make the AUTOLOAD a leader in modern camera design! For a full-fun calendar of exciting events take along the AUTOLOAD for admiring glances wherever you go.



## *fast, convenient* OPERATION

Far away places or movies right at home will be more fun to take with the easy-to-use AUTOLOAD. Favorite scenes of children on the run—weddings—sports in action—important events like these will never fade if you record them in fun-filled AUTOLOAD movies.





from  
**Bell & Howell**  
 NEW 8mm AUTOLOAD Cartridge  
 Movie Camera with Features, Features, Features...

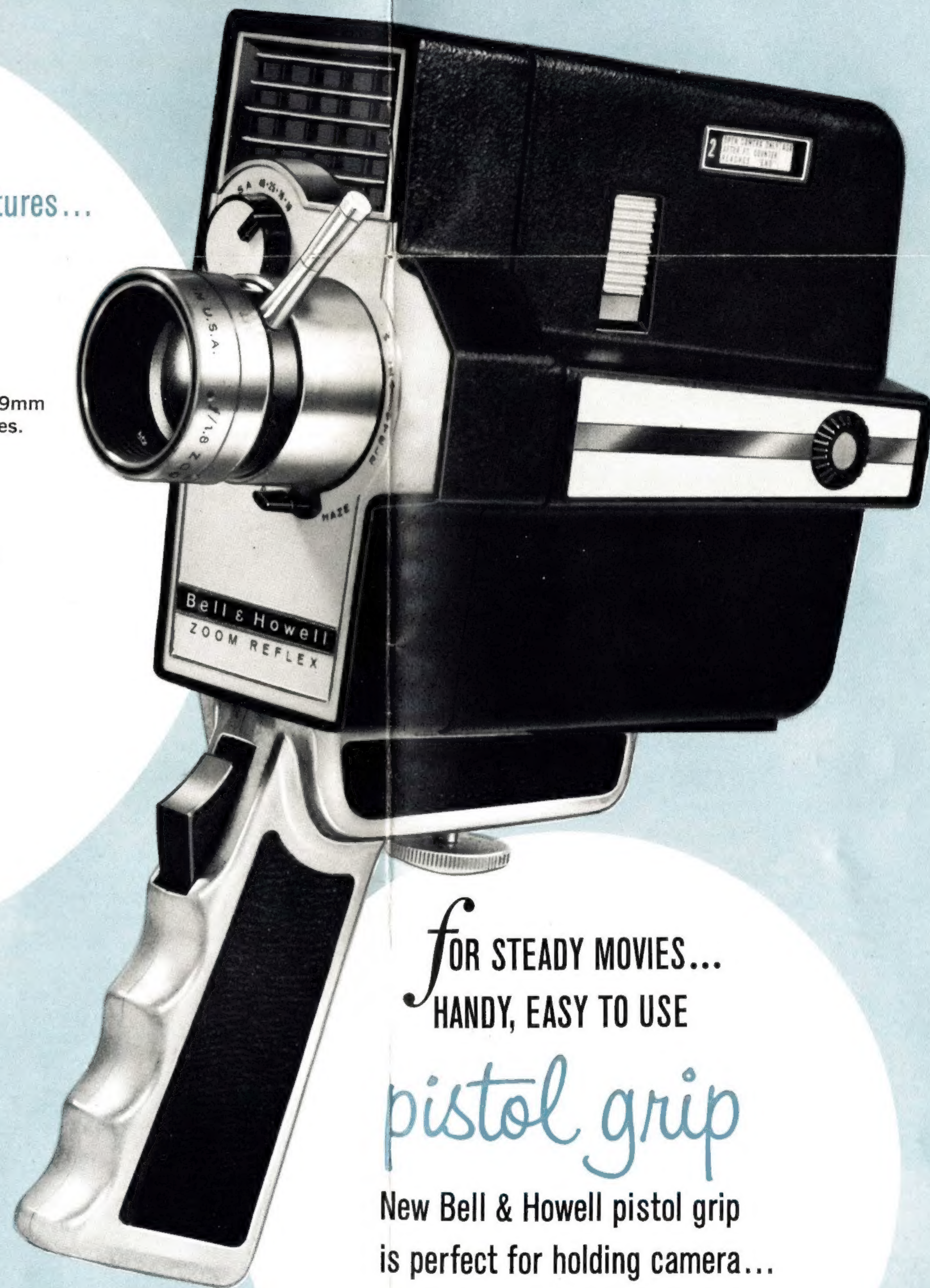
- Convenient Cartridge Loading—Loads in Seconds. Ends light-struck film.
- Reflex, through the Lens Viewing—what you see you record on film.
- Electric Eye—Sensitive Electric Eye sets the lens automatically.
- Zoom Lens—Sharp, Coated 7 element f/1.8, 9mm to 29mm lens zooms from close up to wide angle panoramic scenes.
- Built-In Type A Filter—Use the same film indoors and outdoors.
- Exposure Needle—Visible in viewfinder, signals when light is insufficient for perfect movies.
- Adjustable Film Speed Dial—Use all popular films from ASA 10—ASA 40.
- Three Position Starting Button—Normal Run—Locks so you can get into the picture—single-frame for animation shots.
- Focusing Lens—Focuses from 3 ft. to Inf. for needle sharp movies throughout the zoom range.
- Focusing Viewfinder Eyepiece—Adjustable for your individual eyesight.
- Fast, convenient, Crank Wind—for longer film runs.
- Die-Cast Aluminum Construction—Sturdily constructed for lifetime use.

for UNLIMITED  
 MOVIE-MAKING VERSATILITY  
 CHOOSE THESE  
**AUTOLOAD®**  
*accessories*

**"AUTOLOAD" CARTRIDGE**—Pre-load several cartridges when shooting important events. Then, just slip in a new cartridge, and you're ready to shoot again.

**"HOLSTER" CARRYING CASE**—A new concept in case design, "readies" your camera for instant shooting. Accepts camera with pistol grip attached. Top grain cowhide . . . smart, durable "Velvon" lining . . . rugged "Velcro" fastener, that won't wear out!

**LUXURY CONTOUR CAMERA CARRYING CASE**—Rich genuine leather case with smart Chrome trim. Beautifully styled to match superb quality of "AUTOLOAD" camera. Provides complete protection and plenty of storage space for camera and film. Shoulder strap and Camera Wrist Strap included.



for STEADY MOVIES...  
 HANDY, EASY TO USE

*pistol grip*

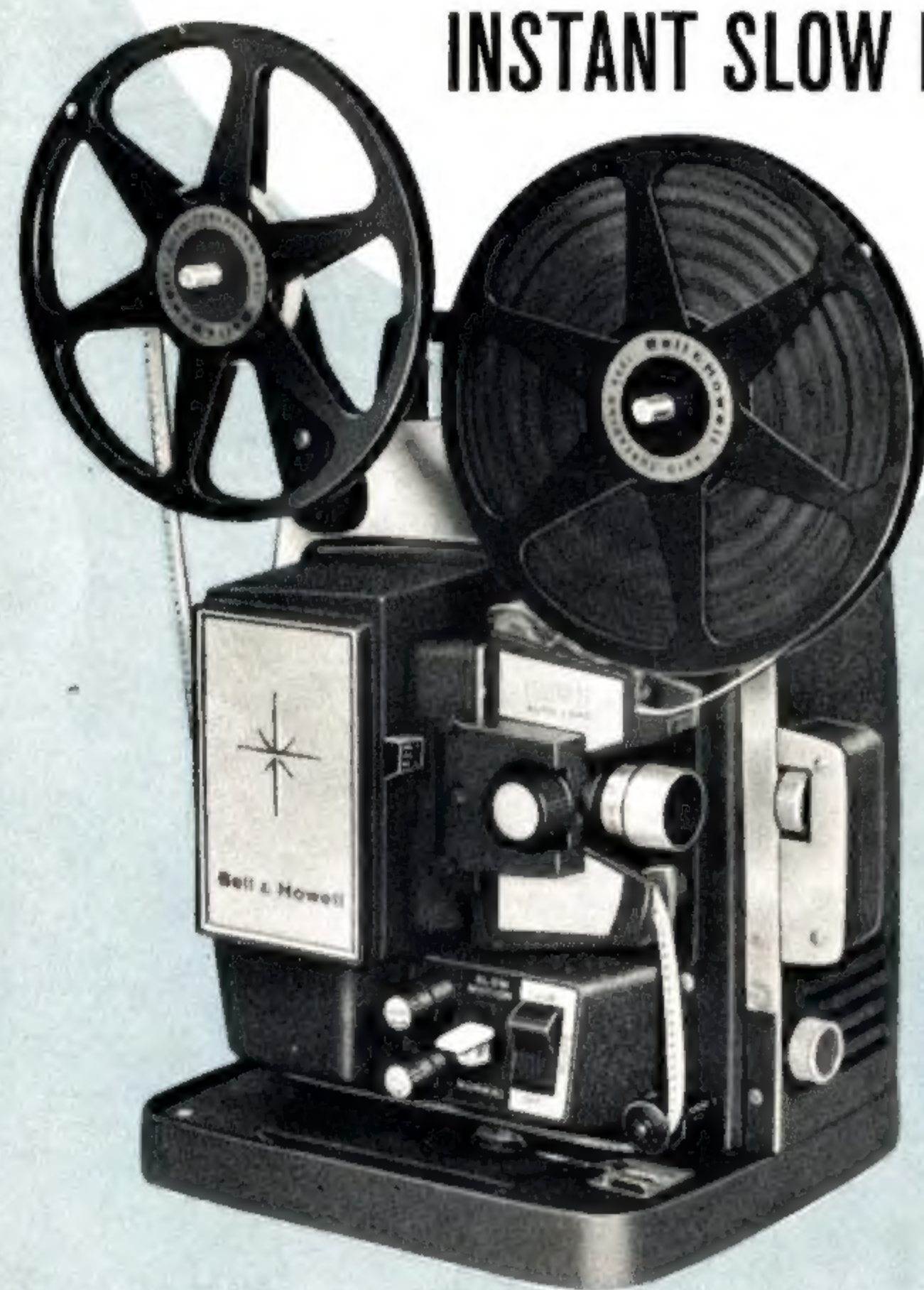
New Bell & Howell pistol grip  
 is perfect for holding camera...  
 gives steady pictures.  
 Easy to use, easy to install.

You're set to shoot in seconds with the NEW 8mm **Bell & Howell AUTOLOAD CARTRIDGE CAMERA**



make a perfect  
showing with the perfect  
pictures you take!

**Bell & Howell**  
8mm PROJECTOR featuring  
AUTOMATIC THREADING and  
INSTANT SLOW MOTION



Just insert your film into a slot and the projector threads automatically. Then bring the magic of slow motion to your screen with any of your present films. The touch of a switch slows your film down for the spellbinding magic of s-l-o-w m-o-t-i-o-n. Ask for a demonstration—see it in action today!

*Autoload is a trademark of  
Bell & Howell Company*

YOHO PHOTO  
234 West First St.  
Duluth, Minnesota

**Bell & Howell**  
AUTOLOAD®  
CARTRIDGE MOVIE CAMERA



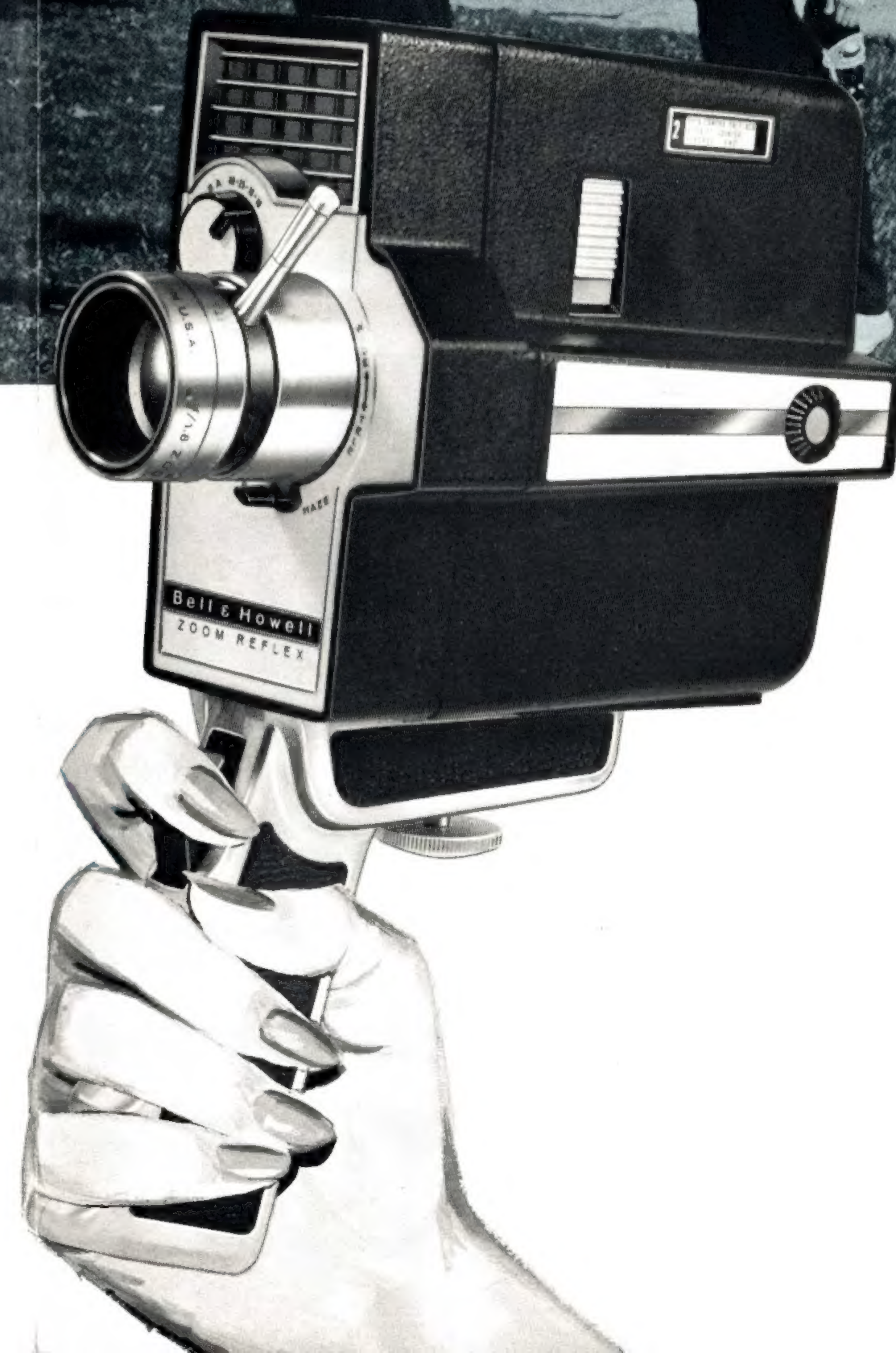
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